

WBTV Charlotte, NC

Significant Issues and Responsive Programming July 1, 2005 – September 30, 2005

METHODOLOGY:

Following are the categories of issues/concerns determined by WBTV to be of significance in the service area. Issues were determined through discussions with community leadership, viewers and concerned citizens. Topics were also generated by formal news department surveys conducted between newscasts. Results are shared with viewers that day.

Programming listed by category in this report is intended to be representative of coverage. Applicable CBS/network programming is attached by hard copy. All responsive local programming produced outside the already dedicated newscasts is aired in prime access time periods.

SIGNIFICANT ISSUES:

A. Public Safety

WBTV covered the story about a group representing the family of Maurice Cunningham who says it will ask police across the region to stop using Tasers. Charlotte-area law enforcement departments that responded to questions about Tasers said they still had faith in the devices and would continue to use them. At least two, though, say they train officers to use other means to restrain a person before using a Taser more than twice on a person.

B. Economy

WBTV extensively covered the high cost of gas prices and potential gas gouging after Hurricane Katrina. Stories of stations that had run out of gas and additional stories of where viewers could find gas were provided during the crisis.

The concept of light rail service continues to progress in Mecklenburg County. Timelines and future routes are being established.

C. Social; Human Services

WBTV held an in-house telethon Wednesday - Friday, August 31 - Sept. 2. During the following Newscasts; 5-7 a.m., 12n-12:30 p.m. and 5-6:30 p.m. WBTV had volunteers answering phones and accepting donations for th Susan G.

Komen Race for the Cure - e American Red Cross. During these newscasts we raised over \$150,000 for the American Red Cross. Viewers were also encouraged to call 1-800-HELP NOW if the lines were busy.

WBTv also promoted a Blood Drive that took place at a local car dealer's location on August 31. The American Red Cross received an overwhelming response at this blood drive, receiving donations from over 100 people in just 4 hours! (About 4x the number of donors they anticipated.)

WBTv took part in a Media Relief Drive on Friday, 16th from 6 a.m. - 8 p.m. All Charlotte Radio Stations and several Charlotte Television Stations took part in the drive at a local Mall. Our Meteorologists did weather reports (during Newscasts) live from the Relief Drive. The beneficiaries of the drive were the American Red Cross, Salvation Army, Second Harvest Food Bank and Samaritan's Purse. Donations of money, clothing, canned goods and blood donations were accepted. Thousands of dollars were raised, and over two semi-truck loads of food and clothing were collected for the charities.

WBTv featured a Woman from the New Orleans Police Department in our Newscast about 3 days after Hurricane Katrina made landfall. Cecile Tebo is the Crisis Manager for the New Orleans Police Department; she had to temporarily evacuate New Orleans as well and came to Charlotte. She made a plea on our air for someone to please donate new t-shirts for the Police in New Orleans. They had been wearing the same shirts for several days and had no way to wash them. We found two separate companies that printed and donated 5,000 t-shirts (that said "Police" on the back) as well as golf shirts for the NOPD. Tonia Bendickson, one of our Anchors, traveled back to New Orleans with Ms. Tebo to deliver the shirts.

Another evacuee that came to Charlotte was featured on our News. After hearing his story (of losing everything), our viewers responded by finding him a home, a car (a BMW no less!) and even a job!

WBTv also covered how Schools in our region fared in the recent ABC ratings.

(2)

PROGRAMS/PROGRAM SEGMENTS CITED IN THIS REPORT

WBTV NEWS REPORTS - Daily coverage of issues. Newscasts are scheduled Monday-Friday: 5:00 a.m., 5:30 a.m., 6:00 a.m., 12 Noon, 5:00 p.m., 5:30 p.m., 6:00 p.m., 11 p.m.. Saturday 6:00 p.m., 11 p.m.. Sunday 6:30 p.m., 11:00 p.m. (all newscasts are 30 minutes.)

A 10:00 p.m. Newscast is also produced for another local station (WJZY) 7 days a week.

WBTV NEWS 3 AT NOON SEGMENT - Increased daily 2-minute live segment dedicated to local community projects and issues to 3 minutes. Topics range from downtown development to charity fundraisers to children's issues. Special guests appear daily to discuss with WBTV anchors.

3 ON YOUR SIDE – Focused beats assigned to key anchors with demonstrated viewer benefit.

Topics include:

A. HEALTH BEAT

Tonia Bendickson tackles current health issues targeted at key viewers. Parenting stories and those affecting the children in the community are also Tonia's focus.

B. GOVERNMENT

Paul Cameron covers not only City Hall, also any legislative issue that impacts viewers.

C. PERSONAL SAFETY

Maureen O'Boyle looks at issues that relate to personal safety and community security.

(3)

WBTV SPECIAL PROGRAMS AND PROJECTS

American Red Cross & Ben and Jerry's Give a Pint, Get a Pint Blood Drive – a campaign to encourage citizens to participate in this annual blood drive, which took place in August.

America Heart Association Heart Walk – a September event that blends the benefits of physical activity, community involvement and personal giving. This family event raises funds for life-saving cardiovascular research and education.

Susan G. Komen Race for the Cure - campaign to encourage citizens to donate resources to fund breast cancer research and education – designed to support annual 5K walk/run, which takes place October 1st.

PSA Schedules in place 3rd Quarter 2005:

- Cardiac Arrest/Defibrillation PSA
- Carbon Monoxide PSA
- Human Development PSA
- Drunk Driving PSA
- Father Involve PSA
- Alzheimer's Think Ahead PSA
- Salvation Army – Summer Camp PSA
- Salvation Army Hurricane PSA
- Red Cross Hurricane Relief PSA

05/10/10 09:05 M051010 004

SEPT 05 - MARKETING - PUBLIC AFFAIRS BROADCASTS W/TEXT <BES#M051010_004>

From: Jose Jimenez <jjimenez@cbs.com>

To: ALL STATIONS

ATTN TELECOMMUNICATIONS: PLEASE RELAY TO TCALL TBSNY

TO: GENERAL MANAGERS, PROGRAM DIRECTORS, PUBLIC AFFAIRS DIRECTORS

RE: PUBLIC AFFAIRS BROADCASTS FOR SEPTEMBER 2005

THE ATTACHED FILE BELOW IS A LIST OF CBS PUBLIC AFFAIRS BROADCASTS FOR SEPTEMBER 2005. THIS SHOULD ASSIST YOUR STATION IN COMPLETING THE ISSUES/PROGRAMS REPORT FOR THIRD QUARTER 2005. TOGETHER WITH THE PRESS BUNDLE, THIS INFORMATION WILL ENABLE YOUR STATION TO UTILIZE NETWORK PROGRAMMING IN THE REPORT, IF YOU SO CHOOSE.

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT YOUR AFFILIATE RELATIONS DISTRICT REPRESENTATIVE.

BEST REGARDS,

AL LIPSON
DIRECTOR OF LOCAL SERVICES & ADMINISTRATION

-----A T T A C H M E N T -----

CBS TELEVISION NETWORK
PUBLIC AFFAIRS BROADCASTS
SEPTEMBER 2005 - p. 1 of 6

FACE THE NATION

09/04/05 Hurricane Katrina:

- 1) Update: report on conditions in New Orleans in the wake of Hurricane Katrina. The evacuation of people housed in the Superdome and the convention center and others trapped in flooded homes; the repair of breaches in the city's levees.(C: John Roberts, New Orleans)
- 2) Interview with Lt. Gov. Mitch Landrieu (D-LA) about: his response to allegations that either local officials or the federal government are to blame for the situation following Hurricane Katrina/estimating the number of casualties
- 3) Interview with Secretary Michael Chertoff (Department of Homeland Security) about: the reason for the delay in getting the rescue operation under way/the need to evaluate what went wrong and what worked well
- 4) Interview with Gov. Haley Barbour (R-MS) about: the main problems his state is facing/estimate of the number of casualties/the need to concentrate on recovery efforts
- 5) Interview with Rep. William Jefferson (D-LA) about: the slowness of the response to the disaster/his response to allegations that it was due to the fact that so many victims were African-Americans
- 6) Update: report from Texas where about a quarter of a million evacuees are being sheltered. (C: Trish Regan, Houston)
- 7) Interview with Jan Crawford Greenburg about: the death of Supreme Court Chief Justice William Rehnquist/the possibility that the hearings on the nomination of John Roberts will be postponed and that Roberts could be asked to be Chief Justice

Guests: Lt. Gov. Mitch Landrieu (D-LA) (2); Secretary Michael Chertoff, Department of Homeland Security (3); Gov. Haley Batbour (R-MS) (4); Rep. William Jefferson (D-LA) (5); Jan Crawford Greenburg, Chicago Tribune (7)

Guest Correspondents: John Roberts (1); Trish Regan (6)

09/11/05 Hurricane Katrina:

- 1) Interview with Lt. Gen. Russel Honore about: the situation in the area affected by the storm/estimating the casualty count
- 2) Interviews with Senators Mary Landrieu and Susan Collins about: the question of whether some casualties could have been averted had control been turned over to the federal government sooner/lessons drawn from the handling of the hurricane that could be applied to preparing for a terrorist attack/the question of whether FEMA belongs in the Department of Homeland Security/problems with the communications system in the U.S./evaluating the federal effort
- 3) Interview with Jan Crawford Greenburg about: the nomination of John Roberts as Chief Justice of the Supreme Court following the death of William Rehnquist/nomination of a replacement for Justice Sandra Day O'Connor

Guests: Lt. Gen. Russel Honore, Commander, Joint Task Force Katrina (1); Sen. Mary Landrieu (D-LA) (2); Sen. Susan Collins (R-ME), Committee on Homeland Security and Governmental Affairs (2); Jan Crawford Greenburg, The Chicago Tribune (3)

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FACE THE NATION (continued)

09/18/05

- 1) Interview with Vice Admiral Thad Allen about: current conditions in New Orleans following Hurricane Katrina/his concern that conditions that would provide a safe and orderly re-entry into the city are not yet in place/charge that there is still a disconnect between federal and local officials on the scene
- 2) Interview with Sen. Barack Obama about: his reaction to Admiral Allen's statements about safety issues involved in the re-entry into New Orleans/a racial divide in the wake of the hurricane/need to put people back to work and to create better schools in the area/impact of the war in Iraq and Hurricane Katrina on the federal budget
- 3) Update: a report on the current situation in Iraq/the Shia religious leadership's efforts to prevent a civil war/ongoing sectarian violence (C: Lara Logan)
- 4) Interviews with Senators Patrick Leahy and Arlen Specter about Senate confirmation hearings on the nomination of John Roberts as Chief Justice of the Supreme Court; the nomination of a replacement for Sandra Day O'Connor

Guests: Vice Admiral Thad Allen, Director, Hurricane Katrina Relief Operations (1); Sen. Barack Obama (D-IL) (2); Sen. Arlen Specter (R-PA), Chairman, Judiciary Committee (4); Sen. Patrick Leahy (D-VT), Ranking Member, Judiciary Committee (4)

Guest Correspondent: Lara Logan (3)

09/25/05

- 1) Update: report from Beaumont, Texas, about flooding but no known casualties in the wake of Hurricane Rita. (C: John Roberts)
- 2) Update: report about conditions in Jasper, Texas, where many people have fled in the path of Hurricane Rita. (C: Lee Cowan)
- 3) Interview with Gov. Rick Perry (R-TX) about conditions in various parts of the state in the wake of Hurricane Rita and the problems involved in getting evacuees back to their homes.
- 4) Update: report from New Orleans about problems involved in re-energizing and repopulating the city and the effect of the strong winds which preceded Hurricane Rita. (C: Sharyn Alfonsi)
- 5) Interview with Vice Admiral Thad Allen about the current situation in Louisiana focusing on the search and rescue mission/condition of the levees/the fact that at the present time no re-entry timetable can be set for a large portion of New Orleans
- 6) Interview with Max Mayfield about: the cyclical nature of hurricanes/the possibility of additional storms this season/increased accuracy in track forecasting

Guests: Gov. Rick Perry (R-TX) (3); Vice Admiral Thad Allen, U.S. Coast Guard (5); Max Mayfield, National Hurricane Center (6)

Guest Correspondents: John Roberts (1); Lee Cowan (2); Sharyn Alfonsi (4)

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60 MINUTES (Sunday edition)

09/04/05

"Katrina"- a report on conditions in New Orleans in the aftermath of Hurricane Katrina, including interviews with: Mayor Ray Nagin of New Orleans; Peter Deblieux and Ben Beboisblanc, doctors at Charity Hospital; Lt. Gen. Russel Honore, Commander, Joint Task Force Katrina; and Al Naomi, who manages New Orleans flood control for the Army corps of engineers. (C: Scott Pelley - P: Bill Owens, Shawn Efran, Graham Messick)

"Echo Boomers" - a report on 'echo boomers,' the children of the biggest generation in American history, the baby boomers. Born between the early 1980s and the early 1990s, they are already having a huge impact on entire segments of the economy. Although only a small percentage are eligible to vote, they are one of the most studied generations in history -- by sociologists, demographers, and marketing consultants. (C: Steve Kroft - P: L. Franklin Devine) (OAD: 10/03/04)

"Medical Tourists"- Americans, many without health insurance, are combining vacations in exotic locales like India and Thailand with elective surgeries performed by world-class doctors in state-of-the-art hospitals at Third World prices. Includes interviews with: Curt Schroeder, CEO of Bumrungrad Hospital in Thailand; Anjali Kapoor Bissell, director of India's Apollo Hospital's international patient office; Drs. Praveen Khilani and Vikas Kohli, both of whom practiced medicine in the U.S. before returning to India; and Dr. Vijay Bose who performs hip resurfacing, a procedure available in the U.S. only in clinical trials. (C: Bob Simon - P: Catherine Olian) (OAD: 04/24/05)

09/11/05

"Order Out Of Chaos"- an interview with Ed Compass, New Orleans Superintendent of Police as his department tries to restore order in the city hit hardest by Hurricane Katrina. Also includes interviews with Captain Jeff Winn who commands the New Orleans Police Department's Special Operations unit; Commander Bruce Adams, a NOPD veteran; and Lieutenant David Benelli, head of the city's sex crimes division, who opened his house to homeless policemen. (C: Ed Bradley - P: Harry A. Radcliffe II)

"Mr. Feinberg" - followup to "Mr. Feinberg" (OAD: 11/09/03), an interview with Kenneth Feinberg, 58-year-old arbitration lawyer and Special Master of the 9/11 Victim Compensation Fund. The followup consists of an interview with Feinberg who has written a book about the experience called "What Is Life Worth?" (C: Morley Safer - P: Steven Reiner)

"Human Guinea Pig" - a report on Parkinson's patients who say that GDNF, a drug they took in a clinical trial greatly improved their lives. Amgen, the drug's maker has discontinued the medication claiming that an animal study showed GDNF to have serious side effects. Includes interviews with: Arthur Caplan, a bioethicist; Dr. John Slevin, a neurologist at the University of Kentucky; and Alan Milstein, attorney for eight of the Parkinson's patients. (C: Lesley Stahl - P: Denise Schrier Cetta)

Andy Rooney Topic: "Andy's Own Private New Orleans" - Andy names New Orleans the U.S. city that Americans like best

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60 MINUTES (Sunday edition) (continued)

09/18/05

60 MINUTES aired for a full hour only in the Pacific and Mountain time zones. Central and Eastern zones had shorter versions of the broadcast, all of which contained the "Ricky Williams Returns" segment

"The Pledge"- the U.S. government has spent almost a billion dollars over the last five years to teach school children that the best way to prevent HIV/AIDS is to refrain from sex until marriage. Includes interviews with: Denny Pattyn, a Christian youth minister and founder of Silver Ring Thing, an organization encouraging young people to put on a ring and promise to abstain from sex until marriage; Peter Bearman, co-author of a study on adolescent health and sexuality; and Claude Allen, President Bush's domestic policy adviser. (C: Ed Bradley - P: Joel Bach) (OAD: 05/22/05)

"Ricky Williams Returns"- followup to "Ricky Williams" (OAD: 12/19/04) an interview with the Miami Dolphins star running back who retired from football at the age of 27 to study holistic medicine. The followup consists of a current interview with Williams, who has returned to his former team, having discovered that he owes the Dolphins over eight million dollars for leaving before his contract was up. (C: Mike Wallace - P: Robert Anderson)

"Life In Baghdad"- a report on the current chaos in Post-Saddam Hussein Baghdad where many Iraqis still live in fear for their lives. Despite the new freedoms they have acquired since the allied occupation - satellite TV, a cell phone system and the easy availability of passports -- a large

proportion of Iraqis are distrustful of the United States, claiming that the U.S. is deliberately keeping the country off balance to take its oil and to defend Israel. (C: Scott Pelley - P: Shawn Efran) (OAD: 10/06/04 on 60 MINUTES II)

Andy Rooney Topic: "Some Good News About Smoking" - half as many Americans smoke cigarettes now (OAD: 05/22/05)

09/25/05

"Hostage" - an interview with Roy Hallums, an American contractor recently rescued by U.S. soldiers after being held hostage in Iraq for ten months. Hallums was kidnapped, imprisoned in an underground concrete cell, beaten and forced to make videos pleading for his life. Includes an interview with Susan Hallums, Hallums' ex-wife who talks about her efforts to obtain his release. (C: Lesley Stahl - P: Denise Schrier Cetta)

"In Search Of Bin Laden" - a report from the Pakistan-Afghanistan border where the hunt for Osama bin Laden continues as Pakistani forces battle terrorism. Includes interviews with President Pervez Musharraf of Pakistan; General Safdar Hussain, commander in charge of anti-terrorism operations along the border; the head of counterterrorism for ISI (Inter-Services Intelligence) who goes by the name of Ali. (C: Steve Kroft - P: Ira Rosen)

"The Captain" - an interview with 31-year-old baseball superstar Derek Jeter about his career in baseball, his bi-racial background, his bachelorhood, and his support of Yankee teammate Jason Giambi while condemning steroid use. (C: Ed Bradley - P: Michael Radutzky)

Andy Rooney Topic: "A tribute To Peter Jennings" - people in the news industry who attended memorial services for Peter Jennings

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60 MINUTES II

09/02/05

"Katrina" - includes: (I) CBS News Correspondents John Roberts and Lee Cowan share their impressions of what has happened to the people of New Orleans in the aftermath of Hurricane Katrina. Includes accounts of how individual people have fared and comparisons with the handling of Andrew and Hugo and the Tsunami which struck Southeast Asia last year.

(II) an interview with Dr. Frederick Cerise, head of the Louisiana Department of Health and Hospitals about the threat of widespread disease in the aftermath of Hurricane Katrina.

(III) includes an interview with Bob Isakson, a disaster response expert who talks about prospects for New Orleans' recovery

(IV) a report from CBS News Correspondent Harry Smith in Gulfport, MS.

"Great Expectations" - a report on Pepper Productions, British filmmakers who came up with the idea of paying three years tuition for a disadvantaged teenager to attend Downside Academy, a Catholic boarding school run by Benedictine monks in the English countryside. Focuses on the impact of the school on Ryan Bell, a teenager from an inner city London neighborhood who spent two years at Downside but was later expelled after going on a drinking binge. (C: Lara Logan - P: Cindi Babski)

"Shadow Divers" - a report on John Chatterton and Richie Kohler, self-styled 'deep wreck divers', whose obsession with solving the 60-year-old mystery surrounding the wreck of a World War II German U-boat lying at a depth of 230 feet 60 miles off the coast of New Jersey drove them to risk both their lives and their marriages. Writer Robert Kurson has related their story in the best-seller, "Shadow Divers." (C: Mika Brzezinski - P: Michael Rosenbaum)

48 HOURS

09/03/05

48 HOURS MYSTERY: "Murder In The Hamptons" (II) - followup to "Murder In The Hamptons" (I) (OAD: 02/11/04), a report on the October 2001 murder of Wall Street tycoon Ted Ammon who was embroiled in a bitter divorce battle with his wife Generosa who later died of breast cancer. Includes an extensive interview with Danny Pelosi -- the home contractor who had an affair with Generosa, married her shortly after Ammon's death and became a prime suspect in the murder. Also includes interviews with Pelosi's sister, Barbara Lukert; prosecutor Janet Albertson; Kiernan Crowley, a reporter for The New York Post, who has written a book "Almost Paradise" about the murder of Ted Ammon; Al Legaye, Generosa's cousin; Pelosi's attorney Gerry Shargel and his fiancée Jennifer Zolnowski. Danny Pelosi was tried, found guilty of murder and sentenced to 25 years to life in prison. He plans to appeal the decision. (C: Richard Schlesinger - Sr. P: Katie Boyle - P: Loen Kelley) No individual segment titles were used in this followup episode. (OAD: 02/05/05)

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48 HOURS (continued)

09/06/05

48 HOURS INVESTIGATES: "Disaster In The Delta" (8:00-9:00p) - a report on the aftermath of Hurricane Katrina focusing on what went wrong, the delay in rescuing people and attempts to answer the question of who is responsible. Includes interviews with Aaron Broussard, head of a local parish outside of New Orleans; Walter Maystreet, a local emergency director; Michael Beaman, local FEMA coordinator; Nathaniel Raymond, Oxfam; Houston Judge Robert Eccles and Vinny Rousell, Plaquemines Parish president. (C: John Roberts, Peter Van Sant, Susan Spencer, Byron Pitts, Richard Schlesinger, Trish Regan, Lee Cowan, Jim Acosta, Bill Whitaker, Tracy Smith - Executive Producer: Susan Zirinsky)

09/10/05

PREEMPTION

09/17/05

PREEMPTION

09/24/05

48 HOURS MYSTERY: "Back From The Dead" - a report from Rockhampton, Queensland, Australia where a community lived in fear of a serial killer following the disappearance of nine-year-old Keyra Steinhart; 14-year-old Natasha Ryan; 19-year-old Sylvia Benedetti; 37-year-old Beverly Leggo and 39-year-old Julie Turner. Police picked up Leonard "Lenny" Fraser, a meat cutter at a local slaughterhouse, who had previously served prison time for assault. Fraser claimed innocence, but a search of his car revealed traces of Keyra Steinhart's blood as well as other human blood. Fraser led

police to the nine-year-old's body but refused to admit to the other murders. Subsequently, police received an offer of help from Allan Quinn, a con man and a fellow prison inmate of Fraser's who not only got Fraser to confess to the killings, but to lead police to the bodies of three of his other victims. Despite the fact that Natasha Ryan's grave was not located, Fraser was brought to trial for all the murders. On the 12th day of the trial it was revealed that Natasha Ryan was not a murder victim but had run away from home with a boyfriend and had been living in hiding nearby. At the conclusion of the trial Fraser was convicted and sentenced to prison for the other killings. (C: Bill Lagattuta - Sr. P: Al Briganti - P: Chuck Stevenson, Doug Longhini)

CBS RELIGIOUS SPECIAL

09/25/05

"Spiritual Caregivers: In Those Moments of Tragedy"- an interfaith special focusing on spiritual caregivers who offer support during times of great trauma and how they sustain themselves during such emotionally draining work. Included in the program are interviews with: Rabbi Stephen Roberts of the American Red Cross, also the founder of Disaster Spiritual Care Services, New York; Heather L. Feltman, ELCA Diaconal Minister and Director of the Lutheran Disaster Response; and Rev. John Wilson, Critical Care Chaplain, Advocate Lutheran General Hospital in Park Ridge, Ill. The program looks at hospital chaplaincy and spends some time at the University of Chicago Pediatric Hospital in Hyde Park, Ill. Interviews include: Therese Becker, who oversees the chaplaincy for the hospital, and Gretchen Steffenson, a pediatric chaplain. Rev. Mary Ramsden, an Illinois State Police Chaplain and a member of the 9/11 disaster spiritual care relief efforts and Father Lyndon Harris, the former pastor at St. Paul's Chapel near the World Trade Center, discuss their work after 9/11. Also includes comments by Rev. Dr. Willard W.C. Ashley Sr., Pastor, Abundant Joy Community Church. (Narrator: Ted Holmes - Director: John P. Blessington - Writer/Producer: Liz Kineke)

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NNNN

July 2005

	Monday	Tuesday	Wednesday
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June 27	28	29
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11:00 PM - 12:00 AM			

Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005

Wx in the Neighborhood Promos (late April-August 18)

Breakfast with WBTV Promos - very light promo schedule

Grt'r Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)

9	5	4
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Breakfast with WBTV Promos - very light promo schedule

Grt Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)

		11	
		12	
		13	

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Breakfast with WBTV Promos - very light promo schedule

Grt Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)

18		19	20
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Wx in the Neighborhood Promos (late April-August 18)

Breakfast with WBTV Promos - very light promo schedule

Grt Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)

27		26	25
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Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005

Wx in the Neighborhood Promos (late April-August 18)

Breakfast with WBTV Promos - very light promo schedule

Grt Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)

Shelly Hill	1	10/4/2005 2:25 PM
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	Thursday	June 30	July 1
		Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
		7	8
		Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
		14	15
		Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
		21	22
		Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
		Rhinestones & Boots Ball Promos 7/18-7/31 Blood Drive Promos 7/25-8/17 (run as much as we can) BOA Criterium - live coverage promo (7/11-8/5) (run as much as we can)	
		28	29
		Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
		Blood Drive Promos 7/25-8/17 (run as much as we can) Rhinstones & Boots Ball Promos 7/18-7/31	

August 2005

Monday	Tuesday	Wednesday
August 1	2	3
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Blood Drive Promos 7/25-8/17 (run as much as we can) Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day) Charlotte Parent Book Writing Contest (Aug - Oct)		
8	9	10
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Blood Drive Promos 7/25-8/17 (run as much as we can) Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day) Charlotte Parent Book Writing Contest (Aug - Oct)		
15	16	17
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Wx in the Neighborhood Promos (late April-August 18) Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Blood Drive Promos 7/25-8/17 (run as much as we can) Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day) More Items...		
22	23	24
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day) Charlotte Parent Book Writing Contest (Aug - Oct) FFN Promos (Wed-Fri 1-2x / day) Race for the Cure Promos 8/19-9/30		
29	30	31
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day) Charlotte Parent Book Writing Contest (Aug - Oct) FFN Promos (Wed-Fri 1-2x / day) More Items...		

August 2005							September 2005						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	
Thursday							Friday						
August 4													
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005													
Wx in the Neighborhood Promos (late April-August 18)													
Breakfast with WBTV Promos - very light promo schedule													
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)													
Blood Drive Promos 7/25-8/17 (run as much as we can)													
Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day)													
Charlotte Parent Book Writing Contest (Aug - Oct)													
11							12						
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005													
Wx in the Neighborhood Promos (late April-August 18)													
Breakfast with WBTV Promos - very light promo schedule													
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)													
Blood Drive Promos 7/25-8/17 (run as much as we can)													
Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day)													
More Items...													
18							19						
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005													
Wx in the Neighborhood Promos (late April-August 18)							Race for the Cure Promos 8/19-9/30						
Breakfast with WBTV Promos - very light promo schedule													
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)													
Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day)													
Charlotte Parent Book Writing Contest (Aug - Oct)													
More Items...													
25							26						
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005													
Breakfast with WBTV Promos - very light promo schedule													
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)													
Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day)													
Charlotte Parent Book Writing Contest (Aug - Oct)													
FFN Promos (Wed-Fri 1-2x / day)													
Race for the Cure Promos 8/19-9/30													
September 1							2						
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005													
Breakfast with WBTV Promos - very light promo schedule													
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)													
Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day)													
Charlotte Parent Book Writing Contest (Aug - Oct)													
FFN Promos (Wed-Fri 1-2x / day)													
More Items...													

September 2005 - October 2005

Monday	Tuesday	Wednesday
September 5	6	7
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day) Charlotte Parent Book Writing Contest (Aug - Oct) FFN Promos (Wed-Fri 1-2x / day) More Items...		
12	13	14
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Charlotte Parent Book Writing Contest (Aug - Oct) FFN Promos (Wed-Fri 1-2x / day) Race for the Cure Promos 8/19-9/30 More Items...		
19	20	21
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Charlotte Parent Book Writing Contest (Aug - Oct) FFN Promos (Wed-Fri 1-2x / day) Race for the Cure Promos 8/19-9/30 More Items...		
26	27	28
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Breakfast with WBTV Promos - very light promo schedule Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule) Charlotte Parent Book Writing Contest (Aug - Oct) FFN Promos (Wed-Fri 1-2x / day) LatinoAmericano Festival promos 9/12-10/1 Riverdance 9/19-9/30 (2 :10's per day)		
3	4	5
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005 Breakfast with WBTV Promos - very light promo schedule Charlotte Parent Book Writing Contest (Aug - Oct) FFN Promos (Wed-Fri 1-2x / day) Hopebuilders 5K Promos 10/2-10/14 Greater Hickory Classic Event 10/3-10/9		
More Items...	More Items...	

September 2005							October 2005						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
4	5	6	7	1	2	3	2	3	4	5	6	7	1
11	12	13	14	8	9	10	9	10	11	12	13	14	15
18	19	20	21	15	16	17	16	17	18	19	20	21	22
25	26	27	28	22	23	24	23	24	25	26	27	28	29
				29	30		30	31					

Thursday	Friday
September 8	9
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005	
Breakfast with WBTV Promos - very light promo schedule	
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
Amer. Heart Assoc. Heart Walk 7/18-9/9/05 (Promos 1-2x / day)	
Charlotte Parent Book Writing Contest (Aug - Oct)	
FFN Promos (Wed-Fri 1-2x / day)	
More Items...	
15	16
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005	
Breakfast with WBTV Promos - very light promo schedule	
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
Charlotte Parent Book Writing Contest (Aug - Oct)	
FFN Promos (Wed-Fri 1-2x / day)	
Race for the Cure Promos 8/19-9/30	
More Items...	
22	23
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005	
Breakfast with WBTV Promos - very light promo schedule	
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
Charlotte Parent Book Writing Contest (Aug - Oct)	
FFN Promos (Wed-Fri 1-2x / day)	
Southern Women's Show Promos 8/26-9/24	
More Items...	
29	30
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005	
Breakfast with WBTV Promos - very light promo schedule	
Grtr Hickory Classic - Tix on Sale Promos 6/27-10/1 (light schedule)	
Charlotte Parent Book Writing Contest (Aug - Oct)	
FFN Promos (Wed-Fri 1-2x / day)	
LatinoAmericano Festival promos 9/12-10/1	
Riverdance 9/19-9/30 (2 :10's per day)	
6	7
Eye on Women Campaign (2x / day - :15 & :20 promos) - through Dec. 2005	
Breakfast with WBTV Promos - very light promo schedule	
Charlotte Parent Book Writing Contest (Aug - Oct)	
FFN Promos (Wed-Fri 1-2x / day)	
Hopebuilders 5K Promos 10/2-10/14	
Greater Hickory Classic Event 10/3-10/9	
Charlotte Symphony POPS - Al Jarreau Promos 10/3 - 10/28	